| BSE Sensex <br> 19,991 | S\&P CNX <br> 6,050 |
| :--- | ---: |
| Bloomberg | SHOP IN |
| Equity Shares (m) | 82.2 |
| M.Cap. (INRb)/(USD b) | $34.9 / 0.6$ |
| 52-Week Range (INR) | $494 / 283$ |
| 1,6,12 Rel. Perf. (\%) | $-11 / 3 / 32$ |

Financials \& Valuation (INR b)

| Y/E March | 2013E | 2014E | 2015E |
| :--- | ---: | ---: | ---: |
| Sales | 22.5 | 26.8 | 31.2 |
| EBITDA | 1.2 | 1.7 | 2.2 |
| Adj. PAT | 0.4 | 0.7 | 1.0 |
| Adj. EPS (INR) | 4.4 | 8.1 | 11.6 |
| EPS Gr. (\%) | -43.5 | 84.4 | 42.8 |
| BV/Sh.(INR) | 82.5 | 89.2 | 98.8 |
| RoE (\%) | 5.4 | 9.1 | 11.8 |
| RoCE (\%) | 6.8 | 10.6 | 13.5 |
| Payout (\%) | 15.0 | 15.0 | 15.0 |
| Valuations |  |  |  |
| P/E (x) | 96.2 | 52.1 | 36.5 |
| P/BV (x) | 5.1 | 4.8 | 4.3 |
| EV/EBITDA (x) | 30.6 | 20.9 | 16.1 |
| Div. Yield (\%) | 0.2 | 0.3 | 0.4 |

CMP: INR425
TP: INR400
Neutral

## Standalone results for 3QFY13 better than expected

■ Standalone sales grew $20 \%$ to INR6b v/s our estimate of INR5.9b. Like-to-like (LTL) sales grew $12.5 \%$, aided by strong festive and wedding season sales. LTL volumes grew 4\%, the highest in eight quarters. For stores < 5 years old, LTL sales grew $25 \%$.
■ Gross margin expanded 40bp to $37.5 \%$. However, increase in administrative expenses (up 60bp) and employee expenses (up 60bp) led to operating margin contraction of 70bp to $7.5 \%$. EBITDA grew $10 \%$ to INR453m v/s our estimate of INR297m. Sharp spike in capital costs (interest cost up 14\%; depreciation up $28 \%$ ) led to $4 \%$ decline in PBT. Tax rate increased 530bp, leading to $11 \%$ decline in standalone PAT to INR171m (v/s our estimate of INR88m).

- In 3QFY13, SHOP added 1 Shoppers Stop store at Bangalore and opened 1 Crossword store, 3 M.A.C., 1 Clinique store. Total retail space stood at 4.8 msf .


## HyperCITY Retail: LTL growth improves to 3\%; 3QFY13 loss at INR236m

- HyperCITY Retail (51\% stake) reported sales of INR2b (v/s INR1.87b in 2QFY13). LTL sales growth improved to 3\% (-2\% in 2QFY13) but LTL volumes fell $14 \%$.
- Gross margin rose 150 bp YoY to $19.3 \%$. Store-level EBITDA was up 2.6x QoQ at INR20m. Despite overall EBITDA loss of INR72m, LTL EBITDA improved to INR41.6m (INR38.3m in 3QFY12). Net loss was INR236m (INR209m in 2QFY13).


## Revising estimates upwards; maintain Neutral

- SHOP reported consolidated PAT of INR43m for 3QFY13 $\mathrm{v} / \mathrm{s}$ loss of INR56m in 2QFY13. Strong festive season coupled with improvement in consumer sentiment helped SHOP to achieve its best LTL growth in 8 quarters.
- We revise our FY13/14 estimates to incorporate the better than expected 3QFY13 results. The revision is sharp for FY13. We expect margin recovery in FY14, driven by high single-digit LTL (7-8\%) sales growth.
- SHOP trades at $52 x$ FY14E EPS. Maintain Neutral, with a TP of INR400 (SOTP: Shoppers Stop at 20x FY15E EPS, HyperCITY at $1 x$ FY15E sales).

Quarterly Performance

| Quarterly Performance |  |  |  |  |  |  |  |  |  |  | (INR Million) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Y/E March | FY12 |  |  |  | FY13 |  |  |  | FY12 | FY13E | $\begin{array}{r} \text { FY13 } \\ 3 Q E \\ \hline \end{array}$ | Var. <br> (\%) |
|  | 10 | 2Q | 3Q | 4Q | 10 | 2Q | 3Q | 4QE |  |  |  |  |
| LTL Sales Gr \% | 7.0 | 11.0 | -1.3 | 10.0 | 1.0 | 2.0 | 12.5 | 5.0 | 7.0 | 4.0 | 7.0 |  |
| Deptt Stores | 41 | 43 | 49 | 51 | 52 | 55 | 55 | 60 | 51 | 60 | 58 |  |
| Net Sales | 3,930 | 4,973 | 5,016 | 5,406 | 4,467 | 5,796 | 6,037 | 6,218 | 19,300 | 22,518 | 5,930 | 1.8 |
| YoY Change (\%) | 14.4 | 14.9 | 9.9 | 18.5 | 13.6 | 16.5 | 20.4 | 15.0 | 16.3 | 16.7 | 18.2 |  |
| Total Exp | 3,667 | 4,586 | 4,603 | 5,042 | 4,329 | 5,505 | 5,584 | 5,935 | 17,873 | 21,353 | 5,634 | (0.9) |
| EBITDA | 263 | 387 | 413 | 363 | 138 | 291 | 453 | 283 | 1,427 | 1,164 | 297 | 53 |
| Growth \% | 5.2 | 1.4 | -19.8 | -2.8 | -47.7 | -24.9 | 9.6 | -22.1 | -6.2 | -18.4 | -28.3 |  |
| Margins (\%) | 6.7 | 7.8 | 8.2 | 6.7 | 3.1 | 5.0 | 7.5 | 4.6 | 7.4 | 5.2 | 5.0 | (250) |
| Depreciation | 81 | 88 | 94 | 115 | 120 | 142 | 120 | 71 | 377 | 453 | 115 | 4 |
| Interest | 44 | 57 | 76 | 74 | 77 | 77 | 86 | 102 | 250 | 343 | 90 | (5) |
| Other Income | 37 | 52 | 46 | 44 | 74 | 31 | 32 | 36 | 178 | 173 | 40 | (19) |
| PBT | 176 | 294 | 290 | 218 | 15 | 102 | 279 | 146 | 978 | 542 | 132 | 112 |
| Tax | 59 | 98 | 97 | 81 | 3 | 38 | 108 | 30 | 335 | 179 | 43 |  |
| Rate (\%) | 33.5 | 33.5 | 33.5 | 37.1 | 17.9 | 37.1 | 38.8 | 20.7 | 34.3 | 33.0 | 33.0 |  |
| Adjusted PAT | 117 | 195 | 193 | 137 | 12 | 64 | 171 | 116 | 643 | 363 | 88 | 94 |
| YoY Change (\%) | 17.2 | 12.5 | -30.8 | -31.0 | -89.4 | -67.3 | -11.4 | -15.8 | -14.5 | -43.5 | -54.3 |  |

E: MOSL Estimates
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## Standalone results for 3QFY13 better than expected

■ Standalone sales grew $20 \%$ to INR6b v/s our estimate of INR5.9b. Like-to-like (LTL) sales grew $12.5 \%$, aided by strong festive and wedding season sales. LTL volumes grew $4 \%$, the highest in eight quarters. For stores < 5 years old, LTL sales grew $25 \%$.
■ Gross margin expanded 40 bp to $37.5 \%$. However, increase in administrative expenses (up 60bp) and employee expenses (up 60bp) led to operating margin contraction of 70 bp to $7.5 \%$. EBITDA grew $10 \%$ to INR453m v/s our estimate of INR297m. Sharp spike in capital costs (interest cost up 14\%; depreciation up 28\%) led to 4\% decline in PBT.

- Tax rate increased 530bp, leading to $11 \%$ decline in standalone PAT to INR171m (v/s our estimate of INR88m).
- During the quarter, SHOP added 1 Shoppers Stop store at Bangalore. It also opened 1 Crossword store, 3 M.A.C. and 1 Clinique store. Total retail space stood at 4.8msf.
■ HyperCITY Retail (51\% stake) reported sales of INR2b (v/s INR1.87b in 2QFY13). LTL sales growth improved to $3 \%$ (-2\% in 2QFY13) but LTL volumes declined $14 \%$. However, gross margins expanded 150bp YoY to $19.3 \%$ and store-level EBIDTA was up 2.6x QoQ at INR20m. Despite a loss of INR72m at overall EBITDA level, LTL EBITDA improved to INR41.6m (v/s INR38.3m in 3QFY12). Net loss was INR236m (v/s INR209m in 2QFY13).


## LTL sales up 12.5\%

EBITDA margin down 70bp


Recovery in operating metrics led by strong festive season sales

| Key Metrics (\%) | 1QFY12 | 2QFY12 | 3QFY12 | 4QFY12 | 1QFY13 | 2QFY13 | 3QFY13 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total Area (m sq ft) | 2.5 | 2.6 | 3.0 | 3.1 | 3.2 | 3.3 | 3.3 |
| Sales/sq ft - Shoppers Stop (INR) | 1,820 | 2,186 | 1,984 | 1,967 | 1,588 | 2,052 | 2,080 |
| Same store sales growth - Dept | 7 | 11 | -1 | 10 | 1 | 5 | 12.5 |
| Sales growth - ALL | 15 | 16 | 10 | 26 | 15 | 17 | 20 |
| Sales growth - dept | 22 | 22 | 9 | 27 | 14 | 16 | 21 |
| LTL Sales growth > 5 yr old store | 3 | 6 | -6 | 4 | -4 | -1 | 5 |
| LTL Sales growth < 5 yr old store | 14 | 20 | 6 | 21 | 10 | 15 | 25 |
| LTL Volume Growth (\%) | -5 | 1 | -9 | 1 | -4 | -4 | 4 |
| Bought out | 45.2 | 43.8 | 43.8 | 40.5 | 45.1 | 42.0 | 44.3 |
| Consignment / SOR | 46.9 | 50.0 | 50.0 | 53.9 | 50.4 | 53.9 | 51.9 |
| Concession | 7.9 | 6.2 | 6.2 | 6.2 | 4.5 | 4.2 | 3.8 |

## HyperCITY Retail: LTL growth improves to 3\%; 3QFY13 loss at INR236m

- HyperCITY Retail ( $51 \%$ stake) reported sales of INR2b (v/s INR1.87b in 2QFY13). LTL sales growth improved to $3 \%(-2 \%$ in 2QFY13) but LTL volumes fell $14 \%$.
- Gross margin expanded 150bp YoY to $19.3 \%$. Store-level EBITDA was up 2.6x QoQ at INR2Om.
- Despite overall EBITDA loss of INR72m, LTL EBITDA improved to INR41.6m (v/s INR38.3m in 3QFY12). Net loss was INR236m (v/s INR209m in 2QFY13).
- HyperCITY has plans to reduce the share of foods and increase the share of apparel and general merchandise so as to boost gross margin to $22-23 \%$ in the next couple of years.
- SHOP plans to add 1-2 HyperCITY stores per annum. We note that HyperCITY has posted cash loss of INR1.78b since 1QFY11.

HyperCITY performance over the quarters (INR m)

|  | 1QFY12 | 2QFY12 | 3QFY12 | 4QFY12 | 1QFY13 | 2QFY13 | 3QFY13 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Net Sales | 1,644 | 1,769 | 1,976 | 1,637 | 1,889 | 1,867 | 1,996 |
| Gross Profit | 315 | 358 | 389 | 346 | 387 | 387 | 422 |
| Gross Margin (\%) | 19.2 | 20.2 | 19.7 | 21.1 | 20.5 | 20.7 | 21.2 |
| Store EBITDA | -20 | 7 | 8 | 1 | 4 | 8 | 20 |
| \% to sales | -1.2 | 0.4 | 0.4 | 0.1 | 0.2 | 0.4 | 1.0 |
| Company EBITDA | -129 | -64 | -118 | -89 | -93 | -87 | -72 |
| \% to sales | -7.9 | -3.6 | -5.9 | -5.4 | -4.9 | -4.6 | -3.6 |
| PAT | -237 | -181 | -245 | -217 | -214 | -209 | -236 |
| \% to sales | -14.4 | -10.2 | -12.4 | -13.3 | -11.3 | -11.2 | -11.8 |
| LTL sales growth (\%) | 11 | 8 | 12 | 6 | 7 | 2 | 3 |
| Stores | 10 | 10 | 12 | 12 | 12 | 12 | 12 |
| LTL volume Gr \% | NA | 4 | 18 | -8 | -7 | -7 | -14 |
| LTL EBIDTA | NA | 30 | 38 | 34 | 20 | 30 | 42 |
| LTL Ticket Size Gr \% | NA | 10 | 13 | 7 | 4 | 1 | 1 |

## Revising estimates upwards; maintain Neutral

■ Consumer demand improved significantly in 3QFY13, led by good festive season and uptick in consumer sentiment. Our channel checks suggest recovery carrying over into 4Q.

- SHOP has added ~20 stores in the past two years, which has impacted profit margins given sub-par same store sales (SSS) growth excluding 3QFY13.
■ We revise our estimates to incorporate the better than expected 3QFY13 results. The revision is sharp for FY13.
- HyperCITY Retail remains under pressure. Though margins at gross level have improved, LTL volumes have suffered. We believe HyperCITY will require another couple of years for breakeven.
■ We expect margin recovery in FY14, driven by high single-digit LTL (7-8\%) sales growth.
- Higher losses in HyperCITY and the resultant increase in debt to fund the business will remain a drag on near-term financials.
- SHOP trades at $52 x$ FY14E EPS. Maintain Neutral, with a target price of INR400 (SOTP: Shoppers Stop at 20x FY15E EPS, HyperCITY at 1x FY15E sales).


## Shopper's Stop: an investment profile

## Company description

Shoppers Stop (SHOP) is one of the largest department store chains in India, with 52 stores and retail space of ~2.5msf. The company is promoted by CL Raheja Group, one of the largest real estate groups in the country. SHOP has also entered specialty retail formats like Home Furnishing (Home Stop) and Beauty (Estee Lauder and M.A.C.). It also has presence in the high potential Hypermarket space through its $51 \%$ subsidiary, HyperCITY.

## Key investment arguments

- We believe SHOP is ideally positioned to benefit from the uptick in consumption sentiment. The department store format has reached critical mass and is likely to fund its capex through internal accruals, given its inventory-light model.
- SHOP has added 14 stores in the past one year and 20 stores in the past two years, which has impacted profit margins; recovery is likely only from FY14.
- The company has presence in the high potential Hypermarket space through its $51 \%$ subsidiary, HyperCITY. It has 12 stores and is likely to add two stores every year.

| Comparative valuations |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  |  | Shopper's <br> Stop | Pantaloon <br> Retail | Titan |
| P/E (x) | FY13E | 96.2 | 21.2 | 27.3 |
|  | FY14E | 52.1 | 17.4 | 21.8 |
| EV/EBITDA (x) | FY13E | 30.6 | 6.6 | 18.4 |
|  | FY14E | 20.9 | 6.2 | 11.4 |
| EV/Sales (x) | FY13E | 1.6 | 0.6 | 1.8 |
|  | FY14E | 1.3 | 0.6 | 1.4 |
| P/BV (x) | FY13E | 5.1 | 1.2 | 12.6 |
|  | FY14E | 4.8 | 1.1 | 9.3 |


|  |  |  |  |
| :--- | ---: | ---: | ---: |
|  |  |  |  |
| Shareholding pattern (\%) |  |  | Dec-12 |
|  | 67.6 | 67.6 | 67.9 |
| Promoter | 10.4 | 10.4 | 7.4 |
| Domestic Inst | 9.8 | 9.5 | 11.7 |
| Foreign | 12.3 | 12.5 | 13.0 |
| Others |  |  |  |

## Key investment risks

- Poor consumer sentiment resulting from economic slowdown can impact sales growth, as had happened in FY12.
- HyperCITY incurred a loss of INR886m in FY12; it plans to achieve breakeven in FY13 but PAT seems unlikely before FY16.


## Recent developments

- In 3QFY13, SHOP added 1 Shoppers Stop store at Bangalore and opened 1 Crossword store, 3 M.A.C., 1 Clinique store. Total retail space stood at 4.8 msf .
- Its First Citizen club membership crossed 2.7 m .


## Valuation and view

- SHOP trades at 52x FY14E EPS. Maintain Neutral, with a TP of INR400 (SOTP: Shoppers Stop at 20x FY15E EPS, HyperCITY at $1 x$ FY15E sales).


## Sector view

- We have a positive view on the sector. We expect the sector to clock revenue CAGR of 20-25\% over the next five years, though near-term pressures cannot be ruled out.
- Players with a strong Hypermarket format and presence in larger number of categories are likely to be winners.

EPS: MOSL forecast $v / s$ consensus (INR)

|  | MOSL <br> Forecast | Consensus <br> Forecast | Variation <br> $\mathbf{( \% )}$ |
| :---: | :---: | :---: | :---: |
| FY13 | 4.4 | 5.4 | -18.3 |
| FY14 | 8.1 | 9.9 | -18.5 |

Target Price and Recommendation

| Current <br> Price (INR) | Target <br> Price (INR) | Upside <br> (\%) | Reco. |
| :---: | :---: | :---: | :---: |
| 425 | 400 | -5.9 | Neutral |

Stock performance (1 year)


Financials and Valuation

| Income Statement |  |  | (INR Million) |  |
| :--- | ---: | ---: | ---: | ---: |
| Y/E March | 2012 | 2013 E | 2014E | 2015E |
| Net Revenues | 19,024 | 22,518 | 26,831 | 31,175 |
| $\quad$ Change (\%) | 11.1 | 18.4 | 19.2 | 16.2 |
| Other Income - Recurrin! | 277 | 327 | 376 | 425 |
| Total Expenditure | 17,719 | 21,353 | 25,132 | 28,991 |
|  |  |  |  |  |
| EBITDA | 1,427 | 1,164 | 1,700 | 2,184 |
| $\quad$ Change (\%) | -6.2 | -18.4 | 46.0 | 28.5 |
| $\quad$ Margin (\%) | 7.5 | 5.2 | 6.3 | 7.0 |
| Depreciation | 377 | 453 | 517 | 580 |
| Int. and Fin. Charges | 250 | 343 | 371 | 376 |
| Non-operational Income | 178 | 173 | 187 | 199 |
| Profit before Taxes | 978 | 542 | 999 | 1,427 |
| $\quad$ Change (\%) | -14.0 | -44.6 | 84.4 | 42.8 |
| $\quad$ Margin (\%) | 5.1 | 2.4 | 3.7 | 4.6 |
| Tax | 335 | 179 | 330 | 471 |
| $\quad$ Tax Rate (\%) | 34.3 | 33.0 | 33.0 | 33.0 |
| Profit after Taxes | 643 | 363 | 669 | 956 |
| $\quad$ Change (\%) | -14.5 | -43.5 | 84.4 | 42.8 |
| $\quad$ Margin (\%) | 3.4 | 1.6 | 2.5 | 3.1 |
| Exceptionals | 0 | 0 | 0 | 0 |
| Reported PAT | 643 | 363 | 669 | 956 |


| Balance Sheet |  |  | (INR Million) |  |
| :--- | ---: | ---: | ---: | ---: |
| Y/E March | 2012 | 2013E | 2014E | 2015E |
| Share Capital | 411 | 411 | 411 | 411 |
| Reserves | 6,069 | 6,368 | 6,920 | 7,709 |
| Net Worth | 6,480 | 6,779 | 7,331 | 8,120 |
| Loans | 3,062 | 3,621 | 3,796 | 3,727 |
| Deferred Tax | 0 | 0 | 0 | 0 |
| Capital Employed | 9,542 | 10,400 | 11,127 | 11,847 |
|  |  |  |  |  |
| Gross Block | 6,578 | 7,588 | 8,567 | 9,555 |
| Less: Accum. Depn. | 2,307 | 2,761 | 3,278 | 3,857 |
| Net Fixed Assets | 4,271 | 4,828 | 5,289 | 5,698 |
| Capital WIP | 318 | 250 | 250 | 250 |
| Property Lease Deposit | 1,336 | 1,494 | 1,642 | 1,792 |
| Investments | 2,550 | 2,652 | 2,958 | 3,111 |
|  |  |  |  |  |
| Curr. Assets, L\&A | 4,521 | 5,165 | 5,772 | 6,581 |
| Inventory | 2,036 | 2,350 | 2,623 | 2,887 |
| Account Receivables | 157 | 170 | 194 | 223 |
| Cash and Bank Balance | 194 | 206 | 141 | 270 |
| Loans and Advances | 2,133 | 2,439 | 2,814 | 3,200 |
|  |  |  |  |  |
| Curr. Liab. and Prov. | 3,454 | 3,989 | 4,785 | 5,585 |
| Account Payables | 3,161 | 3,715 | 4,425 | 5,143 |
| Other Liabilities | 183 | 211 | 242 | 274 |
| Provisions | 110 | 64 | 117 | 168 |
| Net Current Assets | 1,067 | 1,176 | 987 | 996 |
| Miscelleneous Expendit | 0 | 0 | 0 | 0 |
| Application of Funds | 9,542 | 10,400 | 11,127 | 11,847 |
| E |  |  |  |  |

E: MOSL Estimates

NOTES

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